

## MEMBER TRAINING AND RECRUITING & RETENTION

### A. PURPOSE.

1. The proper and expedient training of Auxiliary members is the role of Member Training (MT) Staff Officers.
2. Members often join the Auxiliary to learn. This concept should be used as a recruiting tool, just as an effective member training schedule is a retention tool for our members.

### B. DOCUMENTATION. The *Membership Recruiting and Retention Guide* (COMDTPUB P16794.12series) is disseminated to each Flotilla Commander (FC) and Flotilla Staff Officer for Personnel Services (FSO-PS). Chapter IV addresses the actual qualification, training and enrollment procedures. Chapter III describes how and where most new members are recruited into your flotilla and what an important part you play in this vital program.

### C. GUIDE. The following paragraphs can serve as a guide in helping you, the FSO-MT, accomplish the essential portion of your duties involving membership recruiting and retention. A strong liaison between the FSO-MT and the FSO-PS is essential.

1. The Flotilla Staff Officer for Member Training (FSO-MT) and Personnel Officer (FSO-PS) should work closely together to maximize the effectiveness of Auxiliary training during the recruiting process. Whether recruiting on the docks, in the classroom or at boat shows, the availability of qualification and specialty training courses should always be advertised to potential members.
2. The New Member Training Course provides the necessary knowledge for prospective members to make an informed decision on Auxiliary membership. Member Training and Personnel must work together to ensure thorough instruction. During the New Member Training Course, the prospective member should be encouraged to purchase a minimum of the Auxiliary Working Uniform and to immediately participate in flotilla activities and training.
3. Through the use of the Member Involvement Plan, the FSO-MT and FSO-PS work together with the new member to set goals for training, qualification and involvement. It is essential that the Member Training Officer be aware of the needs and desires of the new members and provide the necessary training for immediate involvement.

4. The FSO–MT, with the assistance of the Mentor and other members as appropriate, arranges the necessary training for the new member to become involved in the flotilla programs and activities. The Mentor keeps the new member interested, motivated, attending flotilla meetings (makes phone call reminders) and introduces the new member to other members of the flotilla .
  5. An effective Member Training schedule is the key to retention. The FSO-PS can help the FSO-MT to determine the training needs of each member. It is the role of the FSO-MT to organize the training and provide qualified instructors to fulfill the needs of the members.
  6. The Division Member Training Officer can often aid the flotilla in providing the needed instructors. The FSO-MT should encourage flotilla members to participate in Division sponsored courses. This enhances fellowship between the flotillas.
  7. The Flotilla Materials Officer is also essential to the planning of a Member Training schedule. Once the needs of the members are established, texts and materials should be ordered through the materials officers prior to the scheduling of courses.
  8. Please remember, there are many jobs in a flotilla. We need people to serve as Flotilla Staff Officers and assistants, become involved in mission activities, complete administrative tasks, give direct support to the Coast Guard and serve on committees. Most civilian skills are of use in the Auxiliary today. However, many members will not be able to reach their goal of participation without effective Auxiliary training.
  9. It is important that members also receive the training necessary to requalify for participation in the boat crew program. The Member Training Officer should arrange a program that provides this training throughout the year.
- D. IDEAS. This guide provides only a few thoughts on how the FSO-MT can assist in the recruiting of potential members, involvement of new members and retention of established members. There are many other ideas. Seek them out! Share them with others!
- E. STAFF COOPERATION. Work with all members of the flotilla staff as an active member of the Recruiting and Retention Team. Member Trainers are essential to the flotilla's success. The FSO-OP, PE, VE and PS can be of great assistance in fulfilling the members' training needs. Without an effective training program, Auxiliarists cannot participate in those activities for which they joined. You can make a difference in the stability and satisfaction of your flotilla's membership. Your success will be reflected in the participation level and involvement of your flotilla in Auxiliary and Coast Guard missions.

GOOD LUCK AND HAPPY RECRUITING AND RETAINING.  
THIS IS THE YEAR FOR STRENGTHENING MEMBERSHIP.  
YOU ARE ONE OF THE MOST IMPORTANT PEOPLE IN MAKING THIS YEAR  
A SUCCESS !